

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 3, 1998

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

MAY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMOTION #800266

Dear Paul:

Winston .70¢ Off 2-Packs Special Offer Tear Tape product product has been ordered (see quantities listed below), as well as 1560 SKUs of Displays (item #541085) to McLane NE to pack and ship this promotion to your participating retail accounts.

**PRODUCT PO #ER 3177-01; DISPLAYS PO #ER 3176-01**

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<del>104</del> 103	Winston FF Box	12300-25252
<del>104</del> 103	Winston Light Box	12300-25253

Product / Premium Arrival:

April 13, 1998

Ship Date to Retail:

Week of: May 4, 1998

**Displays (Item #541085)**

<u>SKU CUBE:</u>	1.7500
<u>SKU WT (w/o Product):</u>	3.7500 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

Billing per Sku:

4 Full Price Cartons

\$ Amount:

~~\$58,448.25~~

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAY .70/2 PK'

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-2-

McLane NE  
#800266

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE  
ATTACHED CUSTOMER LIST  
SEE ENCLOSED WHOLESALE PACKING INSTRUCTIONS**

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,912.00 (104 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

cc: L. E. MacWilliams  
cc: R. Donahue / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710  
Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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